



State of West Virginia Office of Technology

Policy: **Use of Social Media**

Issued by the CTO

Procedure No: WVOT-PO1017

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1.0 PURPOSE

Social media/social networking provides an additional method for communicating with West Virginia State Citizens; State agencies; agencies outside the State; business partners; and current, future, and former employees. It is an optional model for interaction that can assist employees in building stronger, more successful citizen and agency business relationships.

This document provides policy for the professional use of internal and external social media (i.e. Twitter, Blogger, Wikispaces, YouTube, Flickr, Facebook, etc.) at State of West Virginia Executive agencies, including:

- Appropriate implementation, authorization and acceptable use of social media;
- Security measures to protect individuals, sensitive information, and State systems; and
- Accurate and professional representation of the State's positions.

Executive branch agencies may utilize this policy as a component of agency policy development for using social media services. No agency policy may be less stringent.

Compliance is required of all State employees and contractors, to whom this policy applies (Scope), who utilize social media/social networking on behalf of the State.

2.0 SCOPE

This policy applies to all Executive Branch employees supported by the Office of Technology who utilize social media and networking tools and channels, representing the State, and/or using State-owned equipment.

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3.0 LEGAL AUTHORITY

Under the provisions of West Virginia Code §5A-6-4a *et seq.*, the [Chief Technology Officer](#) (CTO) is charged with ensuring the security of State government information and the data communications infrastructure from unauthorized uses, intrusions, or other security threats. The CTO is granted both the authority and the responsibility to direct the formulation and promulgation of policy for the development and maintenance of information technology and technical infrastructure, which shall identify and require the adoption of practices to safeguard information systems, data and communications infrastructures; audit for policy compliance, and direct specific remediation actions to mitigate findings of insufficient administrative or other controls necessary to protect State government information or data communication infrastructures.

This policy is one in a series of IT-related policies intended to define and enable the incorporation of appropriate practices into all activities using State-provided technology in the State of West Virginia.

To the extent that there are policies in place which provide less security than this policy, they will be superseded by this policy. In instances where existing state and federal laws and regulations are more restrictive than information security policies issued by the WVOT the more restrictive provisions will prevail.

4.0 RELEVANT DOCUMENTS/MATERIAL

- 4.1 [West Virginia Office of Technology IT Security Policy Web Page](#) – Policies Issued by the Chief Technology Officer (CTO)
- 4.2 [West Virginia Code §5A-6-4a](#) – “Duties of the Chief Technology Officer Relating to Security of Government Information”
- 4.3 [WVOT-PO1001](#) – WVOT Information Security policy
- 4.4 [WVOT-PO1002](#) – Acceptable Use of State-Provided Wireless Devices policy
- 4.5 [WVOT-PO1004](#) – Acceptable Use of Portable Devices policy

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4.6 [WVOT-PO1005](#) – E-mail Use Standards

5.0 POLICY

- 5.1 Social Media online is evolving as a method of mass communication and information dissemination. Statutes, rules, policies, and confidentiality agreements govern and limit the content appropriate for the Web to non-confidential and non-sensitive information.
- 5.2 The State reserves the right to filter Internet and social media site availability, and to monitor and review employee use.
- 5.3 Employees have no expectation of privacy while using State-provided information resources. Agencies, through their Information Security Administrators (ISA's) will govern employee access to social media online, and specifically identify personnel who are to have elevated access privileges to social media sites.
- 5.4 All agency-sanctioned communication through social media outlets shall remain professional in nature and shall always be publicized or posted in accordance with the agency's existing communications policy, practices, and expectations.
- 5.5 To avoid potential privacy violations, employees must not reference or cite clients, partners, or customers without their written consent for each specific reference.
- 5.6 Employees who post or publish non-official statements to a blog or website or other social media, for work related purposes, must include the following disclaimer:

The views expressed here are mine alone and do not necessarily reflect the views of my employing agency and/or the State of West Virginia. My

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State employer has not reviewed or approved any of its content, and therefore accepts no responsibility.

- 5.7 All employees utilizing social media on behalf of the State will observe the following for content posted online:
 - 5.7.1 Users must identify themselves with a full professional signature. This will include the individual's name, the individual's title, and agency/office/department name.
 - 5.7.2 Users must use caution about what they publish. Users are accountable for content that they post or publish and must seek and obtain legal and management authorization in making a decision to post content that could be deemed inappropriate or unreliable.
 - 5.7.3 Users shall not post confidential, sensitive, legally protected, or proprietary information.
 - 5.7.4 Users shall respect copyrights and fair use. Any time users publish copyrighted material, they shall always maintain, and be able to produce, written permission.
 - 5.7.5 Only business related activities are sanctioned. Users are prohibited from using social networking sites from State equipment for political purposes, to conduct private commercial transactions, or to engage in private business activities.
 - 5.7.6 State/agency logos and trademarks may not be used without appropriate authorization.
 - 5.7.7 Employees using a form of social media on behalf of the State must be aware of, and responsible for compliance with, the Terms of Service (TOS) of the particular form of media in order to avoid any type of potential legal violation.

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- 5.8 Individual user's and passwords must not be duplicated across multiple sites. Use of a current State System password as a password on a social networking site endangers the State system if the social networking site is subject to a security breach.
- 5.9 Communication via agency-related social networking Web sites is a public record and will be managed as such. Both the posts of the employee administrator and any responses by other employees or non-employees, including citizens, will become part of the public realm. Agencies should include the following statement (or some version of it) somewhere on the social networking site:

Representatives of the State of West Virginia Executive Branch communicate via this Web site. Consequently, any communication via this site, whether by a State employee or the general public, may be subject to monitoring and disclosure to third parties. Appropriate discretion should be exercised at all times. This site is not appropriate for individuals to discuss specific protected health information or legal issues, because of the lack of confidentiality/privacy.

6.0 ENFORCEMENT

Any employee found to have engaged in conduct that does not conform to applicable statutes policies and regulations, may be subject to disciplinary action up to and including dismissal. Disciplinary action will be administered by the employing agency or appointing authority.

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7.0 DEFINITIONS

- 8.1 Chief Technology Officer (CTO) – The person responsible for the State’s information resources. The CTO heads the Office of Technology and is responsible for setting and implementing the strategic plan for the State’s technology infrastructure, including standards, practices, policies, and procedures.
- 8.2 Employee – Individuals retained and authorized on a temporary, part-time, full-time, or permanent basis by the State of West Virginia to perform a service. For the purposes of information technology and security policy, the term “employee” shall include, but not be limited to, the following: contractors, subcontractors, contractors’ employees, volunteers, county health department staff, business associates, and any other persons who are determined and notified by the WVOT to be subject to this policy. This definition does not create any additional rights or duties.
- 8.3 Social Media – Software tools that allow groups to generate content and engage in peer-to-peer conversations and exchange of content (examples are YouTube, Flickr, Facebook, MySpace etc).
- 8.4 Social Networking – In the online world social networking is the term used to describe the way that users build online networks of contacts and interact with these personal or business friends in a secure environment. Some of the most popular social networking sites include Facebook and MySpace.
- 8.5 Terms of Service (TOS) – Rules by which one must agree to abide in order to use a service. It is generally assumed such terms are legally binding.
- 8.6 User – A person authorized to access an information resource.
- 8.7 WEB – World Wide Web means the complete set of documents residing on all Internet servers that use the HTTP protocol, accessible to users via a simple point-and-click system (Source: wiki.answers.com). Sometimes the WEB and “Internet” are used as if they mean the same thing, however, the Internet is actually the network infrastructure that supports the WEB.

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- 8.8 West Virginia Division of Personnel – A division of the Department of Administration established by West Virginia Code § 29-6-1 *et seq.*, which is responsible for the system of human resource management for operating agencies in the classified and classified-exempt service of West Virginia State government.
- 8.9 West Virginia Office of Technology (WVOT) - The division of the Department of Administration established by WV Code § 5A-6-4a, *et. seq.*, which is led by the State’s CTO and designated to acquire, operate, and maintain the State’s technology infrastructure. The WVOT is responsible for evaluating equipment and services, and reviewing information technology contracts.

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